

June 24, 2005

To Whom It May Concern:

Earlier this year, Sensibility Soaps, Inc. launched the first line of personal care products in the USA to be certified organic under the USDA National Organic Program (NOP) standards by an accredited certifier. Sensibility Soaps, Inc. became a certifier processor under the NOP by PA Certified Organics in July 2003. The 21 products developed at Sensibility Soaps, Inc., which were certified by PA Certified Organics, met the food standards of the NOP. PA Certified Organics approved all of the products and labels to display the USDA seal as per the requirements of the NOP. In good faith and consistent with established NOP standards, Sensibility Soaps, Inc. supports the organic certification process. Our company proudly introduced the purest, organic food grade personal care products ever developed at 95-100% organic. It required considerable time in research and development, significant expenses in development, packaging and labeling, as well as in marketing.

Recently the USDA made a decision that personal care products could no longer display the USDA seal on labels since the "intent" of the NOP is for food according to the USDA. Although our company can continue to use current label inventory and has been assured that no products with USDA seal on the labels will be recalled, obviously we are confused, financially harmed, and disappointed as a result of this decision.

It is unfortunate that personal care products can no longer display the USDA seal when products have been certified by an accredited certifier to meet the NOP standards. In the vast landscape of personal care products on the shelves, the consumer is the real loser, when products are making "organic claims". The USDA seal is the only validation and assurance at this time, which separates products actually meeting a specific set of standards from those making marketing claims, which only serves to confuse the consumer. While it is the case that there are some separate groups working on specific standards for personal care products, our contention is that separate standards are unnecessary when products can be made under the current food standards of the NOP. In

addition, we contend that separate standards will be confusing for consumers. In addition, the emphasis of groups involved in this work is to develop more latitude in the 70% organic category (made with organic ingredients) and not in the 95-100% organic classification---only the latter classification is permitted to display the seal.

We are questioning and challenging this decision since our company followed the standards, had products legitimately certified under the food standards of the NOP by a certifier. We support the use of the seal on legitimately certified personal care products under the NOP. The benefit to consumers, organic farmers and suppliers in supporting the integrity of organic claims in the marketplace are compelling reasons to reconsider this decision. I appreciate your attention and time. Please feel free to contact me at 724-891-4560 or email at lynn@sensibilitysoaps.com.

Kind regards,

Lynn Betz
Co-Founder and President
Sensibility Soaps, Inc.